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# The United States Travel Service

Stimulating  
Business and  
Pleasure  
Travel  
From Abroad

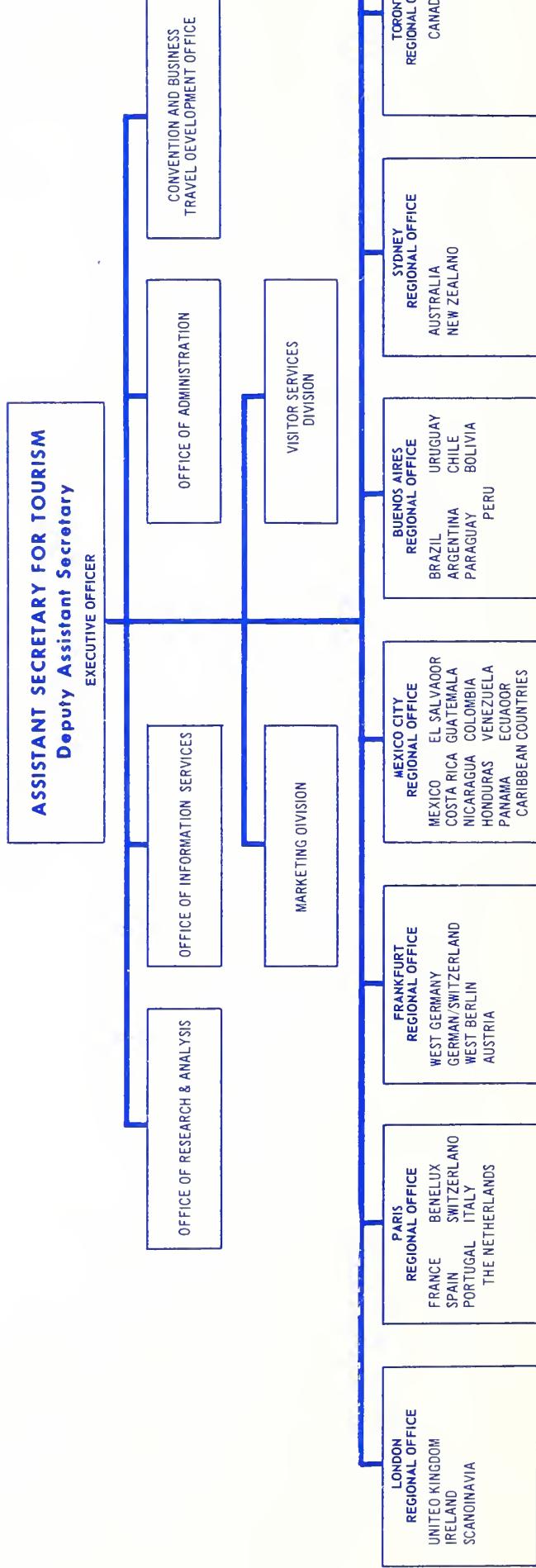
U.S.  
DEPARTMENT  
OF  
COMMERCE



**U. S. DEPARTMENT OF COMMERCE**  
**UNITED STATES TRAVEL SERVICE**

APRIL 1, 1972

**ASSISTANT SECRETARY FOR TOURISM**  
**Deputy Assistant Secretary**  
EXECUTIVE OFFICER



The United States Travel Service (USTS), an agency of the U.S. Department of Commerce, is the national government tourist office of the United States. Its mission is to develop travel to the United States from foreign countries. It works with the travel industry; international agencies; multinational corporations; city, state and foreign governments; and other Federal agencies to encourage and facilitate inbound passenger traffic. Through its eight regional offices abroad, USTS provides information and technical assistance to the foreign travel trade segments which sell travel to the U.S. It carries out extensive information and advertising campaigns in foreign media to stimulate interest in U.S. travel destinations.

## Objectives

USTS was established by the International Travel Act of 1961 (Public Law 87-63) to strengthen the domestic and foreign commerce of the United States and promote friendly understanding of the U.S. by developing inbound tourism.

Under this legislation, USTS' role was defined as primarily catalytic. The agency was created to:

- stimulate travel to the United States by residents of foreign countries for the purpose of pleasure, business or study
- encourage the development in the U.S. of low-cost tourist facilities, transportation, accommodations and other arrangements
- encourage the reduction and elimination of barriers to VISIT USA travel, and the facilitation of international travel generally
- collect, publish and provide for the exchange of statistics and technical information relating to international travel and tourism

A 1970 amendment to the Act elevated the position of the Director of USTS to Assistant Secretary of Commerce for Tourism and in-

creased the agency's authorized appropriation ceiling to \$15 million annually. (For the year ending June 30, 1972, Congress appropriated \$6.5 million.) The amendment also provided for a National Tourism Resources Review Commission, authorized a Federal matching grant program, and added U.S. territories, trustee-ships and possessions to the areas to be promoted.

## ACTIVITIES ABROAD

### Regional Travel Promotion Offices

The overseas organization of USTS is built around eight travel promotion offices located as strategically as possible to cover the major potential VISIT USA markets. These regional offices are situated as follows:

- LONDON, ENGLAND,  
covering Great Britain, Ireland, Sweden, Norway, Denmark, Finland and Iceland
- PARIS, FRANCE,  
covering France, Spain, Belgium, Luxembourg, the Netherlands, Portugal, Italy and Italian and French-speaking Switzerland
- FRANKFURT, GERMANY,  
covering West Germany, West Berlin, Austria and German-speaking Switzerland
- BUENOS AIRES, ARGENTINA,  
covering Brazil, Peru, Argentina, Uruguay, Paraguay, Bolivia and Chile
- MEXICO CITY, MEXICO  
covering Mexico, Costa Rica, Nicaragua, Honduras, El Salvador, Guatemala, Colombia, Venezuela, Ecuador, Panama and Caribbean countries
- SYDNEY, AUSTRALIA,  
covering Australia and New Zealand
- TORONTO, CANADA,  
covering Canada
- TOKYO, JAPAN,  
covering Japan, Hong Kong and the Philippines

Each regional office is staffed by an experienced director and travel promotion officers who speak the language or languages of the region they serve. These travel experts assist international air carriers, travel agents and tour operators on all aspects of developing tourism to the United States. They advise corporate sales managers on the preparation of VISIT USA incentive travel programs for distributors and dealers. They place VISIT USA advertising campaigns in local foreign media. They also provide reference and promotional tools, such as travel posters, films, booklets, maps, displays, exhibits, special events calendars, transportation guides and accommodations directories to retail travel agents and tour operators who specialize in U.S. bookings or packages.

In cooperation with VISIT USA travel-suppliers—primarily U.S. and foreign airlines—USTS offices conduct training programs and sales seminars for foreign travel agents and tour operators. They prepare and distribute monthly newsletters to the travel trade, counsel and assist travel missions sponsored by U.S. cities, states and regions, and cooperate in special VISIT USA promotions conducted by the travel industry.

## International Conventions Office

The USTS International Conventions Office is located in the American Embassy in Paris. There is also an International Conventions Manager in USTS' Washington headquarters. The goal of this program is to attract more of the multimillion dollar business generated annually by international congresses, and to increase the U.S. share of the world convention market. The conventions office encourages international associations and organizations to schedule international congresses in the U.S. and provides U.S. convention bureaus with prospect lists.

# **FUNCTIONS IN THE UNITED STATES**

USTS' stateside headquarters is composed of two divisions and three offices—all based in Washington, D.C.

## **Marketing**

The Marketing Division supports the promotional activities of the eight regional offices abroad. It not only assists in the preparation and execution of USTS' VISIT USA advertising and sales promotion campaigns abroad, but also is responsible for planning and implementing VISIT USA shows and exhibits in market areas around the world. The Division works with advertising agencies, travel-suppliers and other producers and distributors of multilingual VISIT USA promotion materials (brochures, posters, maps and display items) for overseas use.

The Division also advises U.S. travel missions, and works closely with other governmental agencies and the travel industry in exploring new ways of promoting VISIT USA tourism.

## **Visitor Services**

The Visitor Services Division works to improve the U.S. as a host nation for international visitors. It conducts national public service advertising to stimulate interest in guests from abroad, to involve Americans in the VISIT USA promotional effort and to acquaint them with their role as hosts. It also helps the U.S. travel industry and American communities in adapting their services to meet the needs of international guests.

The Division currently has programs under way to expand multilingual resources in the nation's hotels and airports. It coordinates, and publicizes overseas, the 73-city, community-operated Americans at Home program that makes it possible for foreign business and pleasure visitors to meet Americans in their

homes. Jointly, with TraveLodge International, it operates a national single-number, toll-free telephone interpreter and information service for foreign visitors.

The Visitor Services Division also conducts an active facilitation program to reduce barriers to foreign visitor travel to the U.S. [Specific goals include the removal of restrictions, easing of visa requirements, and simplification of entry procedures for international visitors within the framework of U.S. laws.]

Another of the Division's responsibilities is to coordinate Federal, state and local VISIT USA promotion efforts, thus producing a unified forceful campaign.

The Division provides domestic support to the International Conventions Office and Business Travel Development program by working with U.S.-based associations, and with convention and visitors bureaus.

The Visitor Services Division arranges U.S. familiarization tours for foreign travel agents and foreign journalists, to acquaint them with U.S. tourist attractions.

A matching grant program—which enables cities, states, regions and nonprofit organizations to share Federal financing for approved VISIT USA projects—is directed by the Visitor Services Division.

## **Research and Analysis**

The Office of Research and Analysis provides data necessary for planning and evaluating USTS programs and projects. Specifically, the Office analyzes and interprets available secondary statistical information and conducts research studies.

The Office also conducts research into those aspects of the travel industry which offer growth potential, and engages in special research techniques designed to improve the overall coverage and quality of travel statistics. The information is available for use by both industry and USTS.

In addition, the Office evaluates legislation and regulatory decisions related to travel and tourism. It also prepares background reports and position papers for USTS use at intergovernmental and international meetings dealing with tourism.

## **Information Services**

The Office of Information Services plans and conducts a world-wide information program for USTS which presents the VISIT USA program to the public.

To support USTS travel promotion programs abroad and to service requests by foreign travel editors, radio and television producers, and authors of travel guides, the Office develops VISIT USA destination articles, illustrations, and other material designed to arouse foreign interest in U.S. cities, states and attractions.

The Office of Information Services disseminates program information to travel trade publications and the general mass media to create an awareness of Government/industry efforts to generate inbound visitor travel.

## **Administration**

The Office of Administration provides management services in the areas of budget, personnel and procurement for both USTS' Washington headquarters and its overseas offices. The Office exercises the administrative functions for the matching grant program under the Visitor Services Division.

## **GOVERNMENT/INDUSTRY COOPERATION**

The VISIT USA program of USTS links government travel-expansion efforts with industry programs. From the beginning, USTS has worked closely with carriers, travel agents, hotels and related services. It also cooperates with Federal, state and local government travel organizations; travel trade associations; trade

union groups; chambers of commerce; civic and professional groups; and international and regional organizations which promote travel and tourism throughout the world.

Government/industry cooperation is furthered by the Travel Advisory Board of the Department of Commerce, composed of 15 travel and related-industry executives. The Board meets regularly to advise USTS on plans and policies to implement the VISIT USA program.

USTS' State Liaison Officers—one from each state, the District of Columbia, Virgin Islands, Puerto Rico, Guam and American Samoa—are appointed by the respective governors to serve as liaison representatives between their governments and USTS. Most of these representatives are state travel directors or executives of city convention and visitor bureaus. The group serves as an important link in maintaining closer working relationships between the individual state tourism programs and the VISIT USA program of the U.S. Government.

USTS also uses the services of the 42 field offices of the Department of Commerce throughout the United States.

The Secretary of Commerce submits an annual program report on the activities of USTS to the President and Congress. This report is available from the U.S. Department of Commerce, Washington, D.C. 20230, at 55 cents per copy.

## **STATE AND TERRITORIAL TRAVEL INFORMATION OFFICES**

The following U.S. states and territories maintain travel promotion and information offices. They disseminate free maps, posters, counter cards, calendars of events, directories of lodgings, and descriptive travel literature about their cities, resorts, parks, recreational areas, plant tours and other attractions. Some provide automobile routings and pre-trip information.

These offices also make available information about civic, service and other organizations which extend friendly greetings and hospitality to international visitors.

### **ALABAMA**

Alabama Bureau of Publicity and Information  
State Highway Building  
Montgomery, Alabama 36104

### **ALASKA**

Alaska Travel Division  
Department of Economic Development  
Pouch E  
Juneau, Alaska 99801

### **ARIZONA**

Travel Development Section  
Department of Economic Planning and Development  
3003 North Central Avenue, Suite 1704  
Phoenix, Arizona 85012

### **ARKANSAS**

Arkansas Department of Parks and Tourism  
149 State Capitol Building  
Little Rock, Arkansas 72201

### **CALIFORNIA**

State of California  
Office of Tourism and Visitor Services  
1400 Tenth Street  
Sacramento, California 95814

### **COLORADO**

Travel Development Section  
Colorado Division of Commerce and Development  
602 State Capitol Annex  
Denver, Colorado 80203

### **CONNECTICUT**

Connecticut Development Commission  
Vacation-Travel Promotion  
State Office Building  
Hartford, Connecticut 06115

## **DELAWARE**

Bureau of Travel Development  
Division of Economic Development  
Department of Community Affairs and Economic  
Development  
45 The Green  
Dover, Delaware 19901

## **FLORIDA**

Bureau of Tourism  
Florida Department of Commerce  
107 W. Gaines Street  
Tallahassee, Florida 32304

## **GEORGIA**

Tourist Division  
Georgia Department of Industry and Trade  
P. O. Box 38097  
Atlanta, Georgia 30334

## **HAWAII**

Hawaii Visitors Bureau  
2270 Kalakaua Avenue, Suite 801  
Honolulu, Hawaii 96815

## **IDAHO**

Department of Commerce and Development  
State Capitol Building, Room 108  
Boise, Idaho 83707

## **ILLINOIS**

Division of Tourism  
Illinois Department of Business and Economic  
Development  
222 South College Street  
Springfield, Illinois 62706

## **INDIANA**

Division of Tourism  
Department of Commerce  
State House, Room 336  
Indianapolis, Indiana 46204

## **IOWA**

Iowa Development Commission  
Tourism and Travel Division  
250 Jewett Building  
Des Moines, Iowa 50309

## **KANSAS**

Travel Division  
Kansas Department of Economic Development  
122-S State Office Building  
Topeka, Kansas 66612

## **KENTUCKY**

Department of Public Information  
Advertising and Travel Division  
Capitol Annex Building  
Frankfurt, Kentucky 40601

**LOUISIANA**

Louisiana Tourist Development Commission  
P.O. Box 44291  
Baton Rouge, Louisiana 70804

**MAINE**

Maine Department of Economic Development  
State House  
Augusta, Maine 04330

**MARYLAND**

Division of Tourism  
State Office Building, Room 404  
Annapolis, Maryland 21401

**MASSACHUSETTS**

Division of Tourism  
Massachusetts Department of Commerce and  
Development  
Leverett Saltonstall Building  
Boston, Massachusetts 02202

**MICHIGAN**

Michigan Tourist Council  
300 S. Capitol, Suite 102  
Lansing, Michigan 48926

**MINNESOTA**

Vacation Information Center  
Minnesota Department of Economic Development  
51 East 8th Street  
St. Paul, Minnesota 55101

**MISSISSIPPI**

Travel Department  
Mississippi Agricultural and Industrial Board  
State Office Building, Room 1504  
Jackson, Mississippi 39205

**MISSOURI**

Missouri Tourism Commission  
P. O. Box 1055  
Jefferson City, Missouri 65101

**MONTANA**

Department of Highways—Advertising Unit  
Helena, Montana 59601

**NEBRASKA**

Tourism Division  
Nebraska Department of Economic Development  
P.O. Box 94666  
Lincoln, Nebraska 68509

**NEVADA**

Tourism-Travel Division  
Department of Economic Development  
Carson City, Nevada 89701

**NEW HAMPSHIRE**

New Hampshire Division of Economic Development  
P.O. Box 856  
Concord, New Hampshire 03301

**NEW JERSEY**

New Jersey State Promotion  
Department of Labor and Industry  
P.O. Box 400  
Trenton, New Jersey 08625

**NEW MEXICO**

Tourist Division  
New Mexico Department of Development  
113 Washington Avenue  
Santa Fe, New Mexico 87501

**NEW YORK**

Travel Bureau  
New York State Department of Commerce  
112 State Street  
Albany, New York 12207

**NORTH CAROLINA**

North Carolina Department of Natural and  
Economic Resources  
Travel and Promotion Division  
P.O. Box 27687  
Raleigh, North Carolina 27611

**NORTH DAKOTA**

North Dakota Travel Department  
State Capitol Grounds  
Bismarck, North Dakota 58501

**OHIO**

Travel and Tourist Division  
Ohio Department of Development  
P.O. Box 1001  
Columbus, Ohio 43216

**OKLAHOMA**

Oklahoma Tourism & Information Division  
500 Will Rogers Memorial Building  
Oklahoma City, Oklahoma 73105

**OREGON**

Travel Information Section  
Oregon State Highway Division  
Salem, Oregon 97310

**PENNSYLVANIA**

Pennsylvania Department of Commerce  
Bureau of Travel Development  
402 South Office Building  
Harrisburg, Pennsylvania 17120

**RHODE ISLAND**

Tourist Promotion Division  
Rhode Island Development Council  
Roger Williams Building  
Providence, Rhode Island 02908

## **SOUTH CAROLINA**

Division of Travel and Tourism  
South Carolina Department of Parks, Recreation  
and Tourism  
Box 1358  
Columbia, South Carolina 29202

## **SOUTH DAKOTA**

Travel Division  
South Dakota Department of Highways  
Pierre, South Dakota 57501

## **TENNESSEE**

Tennessee Department of Conservation  
Division of Information and Tourist Promotion  
2611 West End Avenue  
Nashville, Tennessee 37203

## **TEXAS**

Texas Tourist Development Agency  
Box 12008, Capitol Station  
Austin, Texas 78711

## **UTAH**

Utah Travel Council  
Council Hall, Capitol Hill  
Salt Lake City, Utah 84114

## **VERMONT**

Information/Travel Development  
Vermont Development Agency  
61 Elm Street  
Montpelier, Vermont 05602

## **VIRGINIA**

Virginia State Travel Service  
911 East Broad Street  
Richmond, Virginia 23219

## **WASHINGTON**

Tourist Promotion Division  
Department of Commerce and Economic  
Development  
General Administration Building  
Olympia, Washington 98504

## **WEST VIRGINIA**

Travel Development Division  
West Virginia Department of Commerce  
State Capitol  
Charleston, West Virginia 25305

## **WISCONSIN**

Bureau of Vacation and Travel Services  
Department of Natural Resources  
Box 450  
Madison, Wisconsin 53701

**WYOMING**

Wyoming Travel Commission  
2320 Capitol Avenue  
Cheyenne, Wyoming 82001

**DISTRICT OF COLUMBIA (WASHINGTON, D.C.)**

Washington Convention and Visitors Bureau  
1129 20th Street, N.W.  
Washington, D. C. 20036

**AMERICAN SAMOA**

Office of Tourism  
Government of American Samoa  
Pago Pago, American Samoa 96920

**CANAL ZONE**

Panama Canal Company  
425 13th Street, N.W.  
Washington, D. C. 20004

**COMMONWEALTH OF PUERTO RICO**

Puerto Rico Tourism Development Company  
G.P.O. Box BN  
San Juan, Puerto Rico 00936

**GUAM**

Guam Visitors Bureau  
P.O. Box 3520  
Agana, Guam 96910

**VIRGIN ISLANDS**

Tourist Bureau  
Department of Commerce  
P.O. Box 1692  
Charlotte Amalie, St. Thomas  
Virgin Islands 00801

**TRUST TERRITORY OF PACIFIC ISLANDS**

(Caroline, Marshall and Mariana Islands)  
Office of Tourism/Economic Development  
Trust Territory of the Pacific Islands  
Saipan, Mariana Islands 96950



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Year	Foreign Visitors (Millions)	Dollars Spent in U.S. (Millions)
1961	6.3	1,057
1962	5.9	1,070
1963	6.1	1,133
1964	6.6	1,357
1965	7.8	1,545
1966	9.0	1,785
1967	9.6	1,881
1968	10.9	2,035
1969	12.5	2,361
1970	13.2	2,696
1971 (Est.)	13.8	2,875



July 1972